

T Mobile

Branded Calling Guidelines

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Introduction

T-Mobile Branded Calling is a network-based solution that enables entities and organizations to display their vetted calling name, branded logo, and/or reason for calling to consumers. The service is designed to support high-quality, trustworthy business communications - not spam or unconsented calls. To protect both consumers and the network, T-Mobile enforces clear guidelines for branded calling and content use. All users of the T-Mobile network, including those accessing the service through APIs or network features - are expected to follow the same standards and requirements.

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1 ABOUT THESE GUIDELINES

T-Mobile USA, Inc., and its affiliated brands (“**T-Mobile**”), strives to protect its consumers and provide a supportive environment for Branded Calling services. These Branded Calling Guidelines (the “**Guidelines**”) supplement contractual requirements and industry wide documents such as CTIA’s *Branded Calling ID Best Practices* (“**BCBP**”) for the Branded Calling ID ecosystem (The “**BCID**” platform), as well as the Federal Communications Commission (“**FCC**”) Mandate on required implementation of STIR/SHAKEN or other approved methods of call authentication, and any additional applicable documentation and technical documentation related to T-Mobile platforms.

Branded Calling is delivered through T-Mobile’s network solutions supporting both call termination and origination. Terminating services include **INFORM**, **INFORM with Logo**, and **Rich Call Data (RCD)**, which enable the display of vetted and approved branded information for entities placing calls to T-Mobile subscribers. In addition, T-Mobile offers originating services for eligible **T-Mobile for Business** entities. These services include **Business Number ID (BNID)**, which allows entities or organizations to present a preferred callback number in place of individual employee lines, routing return calls to a controlled number and reducing the risk of repeat or misdirected callbacks, and **Mobile Originated Branded Calling**, which supports the delivery of vetted and approved entity or organization information for outbound calls to both T-Mobile and non-T-Mobile subscribers.

To any extent that these Guidelines conflict with the CTIA BCBP, these Guidelines will take precedence. T-Mobile’s requirements for supporting Branded Calling Programs via approved implementations on the T-Mobile network are outlined in these Guidelines.

Entities or organizations who have signed an agreement with approved BCID partner(s), T-Mobile Branded Calling Aggregators (BCAs), or third-party reseller(s) (“**Resellers**”) to provide Branded Calling to T-Mobile Consumers are expected to ensure that Branded Calling Programs are completely compliant with all legal requirements. To avoid confusion within the document, any direct technology Branded Calling provider will be categorized as a Branded Calling Aggregator (BCA). Each entity or organization is solely responsible for the actions of their associated Content Providers and any company or entity that markets Branded Calling Programs (“**Marketing Affiliate**”) on behalf of the entity or organization or their associated content providers.

These Guidelines are not intended to be a comprehensive guide for compliance with applicable international, federal, state/local laws, ordinances, regulations, and orders (“**Applicable Laws**”) that apply to Branded Calling Programs. T-Mobile makes no representation that meeting these Guidelines or acquiring T-Mobile approval will be sufficient to ensure compliance with all Applicable Laws. Approval by or on behalf of T-Mobile of a Branded Calling Program is not a guarantee or an endorsement of Branded Calling services; it is reliant upon the accurate and complete disclosure of the Branded Calling Programs as entered by the entity or organization and vetted by approved BCID partners, T-Mobile BCAs, or Resellers, and is only intended to confirm that the description of the Branded Calling Program meets the requirements outlined in these Guidelines. Entities or organizations and their associated Content Providers should consult independent legal counsel to ensure that Branded Calling Programs meet the requirements of the Agreement and Applicable Laws.

The terms of these Guidelines do not limit, restrict, or waive any of T-Mobile’s rights and remedies under any agreement executed between T-Mobile and Provider.

These Guidelines are a living document and will be updated and distributed as needed at any time by T-Mobile.

1.1 Common Terms

Term	Description
Branded Calling ID (BCID)	A trusted shared service platform provided by BCID LLC and its partners for providing certificates, SHAKEN (Signature based Handling of Asserted information using toKENs) passport with RCD claims, vetting/validation of Caller information, display name, call logo, call reason, and/or Caller location.
Branded Calling	A service that allows an entity or organization to register verified and approved information for outbound calling programs that reach Consumers via voice calls. Content may include Caller Display Name, Entity Logo, and/or Call reason.
Branded Calling Aggregator (BCA)	A direct partner of T-Mobile that sells branded calling services to an entity or organization.
Branded Calling Program(s)	A Branded Calling campaign run by a Business Customer that represents any approved combination of a vetted entity name, logo, and call reason associated with an entity's outbound telephone number(s).
Business Customer	An entity or organization engaging T-Mobile for use of the Branded Calling services.
Business Number ID (BNID)	A service for eligible T-Mobile for Business Customers the ability to display a preferred "callback" number.
Call Authentication	Confirms the legitimacy of both the calling and called numbers in real time, ensuring secure, trusted interactions and delivering end-to-end calling confidence.
Call Reason	The vetted text that displays on a Consumer's handset when a call is successfully made using Branded Calling services that describes the reason for the call. Character limits apply per OEM standards.
Caller	An entity that calls a Consumer using Branded Calling. A Caller can also be a Registrant.
Caller Display Name	The vetted name that displays on a Consumer's handset when a call is successfully made using a Branded Calling service.
Caller Information	Information required by an approved BCID partner or BCA for submission in the registration process to properly vet and validate a Caller.
Consumer	An individual person or enterprise who subscribes to wireless services with a Branded Calling capable device. .
Content Provider	The entity or organization that is submitting Branded Calling assets for Branded Calling Programs that will be displayed to the T-Mobile Consumer.

Entity Logo	The vetted image that displays on capable Consumer handsets when a call is successfully made using Branded Calling (e.g., the company logo, Branded Calling Program design, or text).
Enriched Calling Display	Is the standard under GSM specifications in RCC.20 and RCC.07 which enables Consumer's handsets to receive and display in-network branded calling information.
INFORM	A service that can support entities or organizations to render up to a 32-character alphanumeric calling name that is displayed on a Consumer's native dialer and call log. Service is provided to T-Mobile by First Orion.
INFORM with Call Authentication	A service that can support entities or organizations to render up to a 32-character alphanumeric calling name that is displayed on a Consumer's native dialer and call log. Includes the added security of Call Authentication. Service is provided to T-Mobile by First Orion.
INFORM with Logo	A service that allows a calling party to display their name, logo, and/or reason for calling a Consumer. Requires Call Authentication integration. Service is provided to T-Mobile by First Orion and is dependent upon the end user having a handset capable of receiving in-network solutions.
Mobile Originated Branded Calling (MOBC)	Branded Calls initiated from a handset on the T-Mobile network by eligible T-Mobile for Business customers.
Registered Caller	A centralized telephone number registry that helps mitigate illegal and unwanted robocalls by verifying Caller Information and validating the telephone numbers associated with the Caller.
Registrant	An entity that registers a Caller with: (1) Branded Caller for the purposes of vetting and validating Caller Display Name, Call Logo, and Call Reason; or (2) Registered Caller for the purposes of vetting and validating Caller Information and associated telephone numbers. A Registrant may be a Caller acting on its own behalf or a third party acting on the Caller's behalf.
Rich Call Data (RCD)	Is a SIP/PASSporT extension under RFC8588 for SHAKEN and RFC8225 for the base PASSporT for transferring data that might be used in an Enriched Calling Display between networks. This data may include claims that render Caller Name, Call Reason, and/or Logo.
Verified Business Call (VBC)	The T-Mobile branded name for the full branded calling experience that includes displaying Caller Display Name, Call Logo, and/or Call Reason.
Wireless Provider	An owner or operator of telephone or data networks that offers Consumers a wide variety of wireless communications products and services.

1.2 References

These Guidelines will continue to evolve as needed to support the best customer experience and evolution of technology. In addition to these Guidelines, Providers and their associated Content Providers should also consult the latest versions of the following documents:

- CTIA Branded Calling ID Best Practices
- FCC Mandate for STIR/SHAKEN – Under FCC 20-40FCC Caller ID Authentication Best Practices, under DA 20-1526

The above list is not intended to be exhaustive, and Content Providers and entities or organizations will need to thoroughly research other Applicable Laws or guidelines that may apply to their particular use.

1.3 Scope and Objectives

In designing these Guidelines, T-Mobile strives to:

- Provide vetting best practices and guidelines for Branded Calling Programs for approved BCID partners, T-Mobile BCAs, Resellers, entities, organizations, and Content Providers.
- Protect Consumers from illicit calling content.
- Provide growth for the Branded Calling ecosystem.
- Design minimal, common-sense policies.
- Support transparency and open communication with entities or organizations; and
- Stay flexible, so that rules can adapt and evolve.

Although these best practices do not offer legal advice or guidance, the Branded Calls sent to T-Mobile Consumers should operate consistently with relevant laws and regulations, including (but limited to) the FCC regulations and the Telephone Consumer Protection Act (TCPA).

1.4 Enforcement

T-Mobile may, at its discretion, review content for compliance with these policies and best practices.

Non-compliance may result in the suspension or removal of Branded Calling Programs to T-Mobile's Consumers.

Repeated non-compliance may result in the inability to register new Branded Calling Programs or the suspension or termination of all existing Branded Calling Programs. In addition, non-compliance may result in financial penalties, including fines, and could lead to suspension or termination from T-Mobile's Branded Calling or related services.

2 T-MOBILE COMPLIANCE PRINCIPLES

2.1 Branded Calling Paths and Types

T-Mobile supports Branded Calling traffic through network solutions called **BCID, BNID, INFORM, or INFORM with Logo** which requires Consumers to own a handset capable of receiving in-network Branded Calling solutions. All Branded Calling traffic must be protected from malicious malware. All Branded Calling partners must support basic safeguards for non-Consumer traffic. T-Mobile Branded Calling solutions uses the Enriched Calling specifications outlined by GSMA to display content to end users.

2.2 Valid Companies In Good Standing

To protect the integrity of Branded Calling services, entities, organizations, or Content Providers who are known as the actual entity crafting the Branded Calling Programs must onboard and remain in good standing with approved BCID partner(s), T-Mobile BCAs, or Resellers.

2.3 Best Practices for Sending Branded Calls

Entities or organizations must follow Applicable Laws, including the Telephone Consumer Protection Act ("TCPA"), to protect Consumers from unwanted calls. Entities delivering Branded Calls to consumers must have an established relationship with the called party when the communication is commercial, promotional,

or otherwise subject to the consent requirements of the Telephone Consumer Protection Act (TCPA). For such calls, the caller is responsible for obtaining the level of consent required under applicable law, including prior express written consent for telemarketing communications made using automated or prerecorded technologies.

This requirement does not extend to calls placed by emergency management organizations, law enforcement agencies, first responders, or Public Safety Answering Points (PSAPs). In alignment with TCPA exemptions for emergency-purpose and certain governmental communications, these entities may deliver Branded Calls without a prior relationship or prior consent from the consumer. T-Mobile considers violations of any Applicable Law a very serious matter. Should T-Mobile identify an entity, organization, or Content Provider sending calls that are in direct violation of any Applicable Law, T-Mobile reserves the right to immediately disable the Branded Calling Program to its Consumers. Entities and organizations should be aware of the time-of-day calls are being sent to Consumers and the number of calls that are taking place within a certain time frame to prevent entities and organizations being associated to nuisance or unwanted calls.

2.4 Branded Calling Content

Any voice call that is misleading or harmful in Branded Calls to T-Mobile Consumers may result in termination of the specific Branded Calling Program. The Registrant must obtain proper approval for all Branded Calling Programs created and prove they have the right to use the outbound calling telephone number.

2.5 Types of Branded Calling Content

Content Providers must provide clear information for creating Branded Calling Programs to either T-Mobile BCAs, Resellers, and/or a BCID onboarding and vetting agent(s). Types of Branded Calling Programs include but are not limited to confirming order status/deliveries, customer care, requested call-backs, financial transactions, health services, and more. All Branded Calling Programs must be vetted and approved by either Resellers, T-Mobile BCAs, and/or a BCID onboarding and vetting agent(s) prior to entities or organizations placing calls to T-Mobile Subscribers.

2.6 Testing

Content Providers must conduct thorough tests of Branded Calling Programs with partners to ensure the Caller Display Name, Call Logo, and/or Call is displayed to the Consumer correctly. All tests conducted must be verified through either T-Mobile BCAs, Resellers and/or a BCID onboarding and vetting agent(s) prior to launching the Branded Calling Program.

3 BEST PRACTICES FOR VETTING BRANDED CALLING PROGRAMS

T-Mobile requires the following guidelines when creating Branded Calling Programs and sending Branded Calls to T-Mobile Consumers. High quality, well-formatted Content is more likely to be answered by a Consumer and less likely to be mistaken as SPAM by Consumers, T-Mobile, and the Branded Calling ecosystem. The best practices below are intended to make Branded Calls more valuable to Consumers and less likely associated incorrectly as SPAM.

3.1 Branded Calling Program Vetting

Branded Calling Programs containing any of the following elements must be **vetted and approved before launch**:

- **Telephone Number(s) and Right-to-Use (RTU)**
 - Outbound numbers
 - Preferred display numbers
- **Entity or Organization Display Name(s)**
- **Entity or Organization Logo(s)**

- **Call Reason(s)**

Ongoing compliance requirements:

- Approved BCID partners, Resellers, or T-Mobile BCAs must **flag Branded Calling Programs for re-vetting** whenever an entity or organization requests or makes changes to any Branded Calling Program element.
- **Any change** to approved Branded Calling Program content must undergo re-vetting by an approved BCID partner, Reseller, or T-Mobile BCA.
- **Continuous monitoring** of Branded Calling Program changes and calling behaviors must be in place to identify potential spam or abuse indicators.

3.2 Telephone Number(s) and Right-to-Use (RTU)

To maintain trust and traceability, all telephone numbers used for Branded Calling must be properly associated with Branded Calling Programs, verified, and authorized.

- **Branded Calling Program association:** Each entity, organization, or Content Provider must use telephone number(s) tied to specific Branded Calling Programs.
 - A single number or multiple numbers may be used for one Branded Calling Program.
 - Separate Branded Calling Programs may use different numbers.
 - All entities or organizations must run on approved numbers.
- **Ownership and rights:**
 - Outbound Branded Calls must use numbers owned by the entity, organization, or Content Provider.
 - If using numbers from a separate entity (e.g., call center), the entity or organization must provide written proof of **Right-to-Use**.
 - Proof must be a **Letter of Authorization (LOA)** on official company letterhead and sent from a company email. Additional documentation may be requested as part of the vetting process.
- **Verification and tracking:**
 - Any numbers added after initial Branded Calling Program vetting approval (see Section 3.1) must be verified by an approved BCID partner, Reseller, or T-Mobile BCA.
 - BCID, Reseller, T-Mobile BCA(s) must also track any churn of verified numbers.

3.3 Caller Display Names(s)

BCID ecosystem partners or direct T-Mobile partners must ensure that the **entity or organization name or Doing Business As (DBA) is included** in the Caller Display Name, so consumers know who is contacting them. Each Branded Calling Program must be tied to a **single** entity or organization for consistency and trust.

- **Use of entity or organization name:** Full entity or organization names are preferred; a clear, commonly recognized abbreviation is acceptable if it is easy for consumers to identify.
- **Format restrictions:**
 - No emojis or special characters. However, non-alphanumeric characters that are part of the legal entity or organization name (e.g., hyphens, apostrophes, ampersands) are permitted.
 - Text must use English-language characters only.

- **Branded Calling Program-level ownership:** Each Caller Display Name must be traceable to the entity, organization or Content Provider who set up the Branded Calling Program.
- **Flexibility:** Caller Display Names may represent the overall brand, or a department, program, or call center acting on behalf of the entity or organization.
- **Accuracy:** Names must not mislead, impersonate another entity, or suggest affiliation with an entity, organization, or government agency without authorization.
- **Length of text:** Defer to onboarding partner or approved aggregator for maximum character limits.
 - **INFORM standard:** Supports up to 32 characters for display.
 - **Legacy handsets:** Some devices may not support the full 32 characters for Caller Display Name; shorter names may be truncated.
 - **Best practice:** Keep Call Reasons and Caller Display Names concise and within recommended limits to ensure consistent display across devices.

3.4 Entity or Organization Logo(s)

Entity or Organization Logo(s) must be reviewed for copyright and trademark infringement and must not be used to promote products, services, or other entities or organizations. Without limiting the foregoing, entity or organization Logo(s) must:

- Be approved images of the entity or organization’s primary logo(s) or a variation of those logo(s);
- Not include GIFs or animated images; and
- File size should follow vetting/onboarding/partner recommended dimensions.
- Be clear, legible, and of sufficient quality/resolution to display correctly on devices.
- Not include QR codes, phone numbers, URLs, or promotional text.
- Conform to applicable legal, regulatory, and industry guidelines.
- Be free of hidden or embedded tracking mechanisms or unauthorized code.

3.5 Call Reason(s)

The Branded Calling Program Call Reason must be clear, professional, and easily understood by consumers.

- **Natural language only:** Must use standard spelling and grammar (e.g., “Customer Care Support?”). Non-standard spellings such as “Cu\$t0m3r_C@r3 \$upp0rt” are prohibited.
- **Language restrictions:**
 - Must be in English-language characters only.
 - Emojis, symbols, or special characters are not allowed.
- **Accuracy:** Call Reasons must truthfully represent the purpose of the call (e.g., billing support, appointment reminder) and not mislead or confuse the consumer.
- **Professionalism:** No slang, offensive, or unprofessional language.
- **Length and clarity:** Should be concise and fit within device display limitations.
- **Compliance:** Call Reasons must not include promotional claims, URLs, phone numbers, or CTAs (“click here,” “call now”).
- **Length of Text:** Defer to onboarding partner or approved aggregator for maximum character limits.

- **Handset Capability:** Not all handsets can render Call Reason(s).
- **Best practice:** Keep Call Reasons concise and within recommended limits to ensure consistent display across devices.

3.6 Expiring a Branded Calling Program/Program

Branded Calling Programs must be actively maintained and removed when no longer valid.

- **Deactivation:** Approved BCID partners, T-Mobile BCAs, or Resellers must promptly remove any Branded Calling Program that is no longer active in the market.
- **Responsibility:** Entities, organizations, Content Providers, approved BCID partners, T-Mobile BCAs, and Resellers are jointly responsible for ensuring Branded Calling Programs remain current and accurate.
- **Ongoing compliance:**
 - Branded Calling Program records should be regularly reviewed and updated to reflect accurate numbers, Caller Display Names, Call Reasons, and logos.

3.7 Program Information Accuracy

Providers must keep all Branded Calling Programs accurate to what is live in the market. Should a Branded Calling Program be supporting Branded Call traffic that is not registered within an onboarding partner, T-Mobile reserves the right to suspend a Branded Calling Program at the expense of the entity, organization, or Content Provider.

4 PROHIBITED PROGRAM CONTENT

Branded Calling Programs running on the T-Mobile network must not promote or include any of the following:

4.1 Unlawful, Unapproved, or Illicit Content

Unlawful, unapproved, or illicit content, including but not limited to:

- SPAM or mass unsolicited calling;
- Fraudulent or misleading calls;
- Depictions or endorsements of violence;
- Sexually explicit, obscene, or otherwise offensive material;
- Profanity or hate speech; or
- Endorsement of illegal drugs.

Branded Calling Programs must comply to all Applicable Laws and be legal across all 50 states. All Content must be appropriate for the intended audience. Additional legal and ethical obligations apply when marketing to children under age 13, and such Branded Calling Programs may be subject to additional review by T-Mobile.

4.2 Vishing

Fraudulent calls that impersonate reputable companies trick consumers into revealing sensitive personal information (e.g., passwords, Social Security numbers, or credit card details).

4.3 Fraud or Scam

Any call that constitutes fraud or a scam, including wrongful or criminal deception intended for financial or personal gain. This includes calls related to money, payment requests, or other transactions.

4.4 Deceptive Marketing

Branded Calling Programs must be truthful, not misleading, and—where appropriate—supported by verifiable evidence consistent with the Federal Trade Commission’s (FTC) *Truth in Advertising* rules.

- Unfair or deceptive advertising in any medium, including voice/text, is prohibited.
- Any call claiming to be from an entity or organization without written authorization from that entity or organization is strictly prohibited.

4.5 Nuisance or Unwanted Calls

Unsolicited, unwanted, or harassing calls, including Branded Calling Programs that result in consumer complaints, are not permitted.

5 SPECIAL USE CASES

5.1 T-Mobile Exception Process

Certain calling scenarios may fall outside the standard Branded Calling policies and guidelines. In these instances, a special use case review may be required to determine eligibility and appropriate handling. Partners can submit special use cases to T-Mobile for review. Entities or Organizations are expected to work with their perspective onboarding agent or direct Branded Calling partner to submit the request via e-mail for review to the T-Mobile Branded Calling Team. Authorized T-Mobile representatives will provide explicit written approval before any special use case is allowed to go live.

5.2 Age Gating

T-Mobile may, at its discretion, remove branding assets from any Branded Calling Program that does not promote legal, age-appropriate, or positive customer experience.

- **Compliance:** All content must comply with Applicable Laws and industry regulations.
- **Age-restricted categories:** Branded Calling Programs involving sex, alcohol, firearms, tobacco, or any other regulated product or service must include a legally compliant age gate.
- **Age-gating requirements:**
 - Must include **date of birth verification** during the consumer’s consent opt-in process.
 - Simple “Yes/No” responses are not acceptable as an age-verification mechanism.
- **Customer experience:** Branding assets and call content must reflect responsible marketing standards and avoid targeting underage consumers.

5.3 Controlled Products, Controlled Substances, and Adult Content

All Branded Calling content must be appropriate for the intended audience. Content involving controlled substances or adult material may be subject to additional review by T-Mobile. T-Mobile retains sole discretion to determine whether any content is permissible.

The following types of content are strictly prohibited (non-exhaustive list):

- **Illegal or harmful sexual content:**
 - Underage, non-consensual, or otherwise illegal sexual themes (simulated or real).
 - Examples: rape, incest, bestiality, necrophilia, “Lolita” or teen-themed pornography, underage dating.
- **Sexual activity in exchange for compensation:**
 - Any content that could be interpreted as promoting transactional sex.

- Examples: prostitution, escort or companionship services, “intimate” massage, cuddling services.
- **Exploitation of minors:**
 - Any content promoting or depicting the sexual exploitation of children.
 - Examples: child sexual abuse material, grooming content, or related imagery.
- **Misleading “family-friendly” content:**
 - Content that appears appropriate for a general audience but contains hidden adult themes (e.g., sex, violence, vulgarity).
 - Includes depictions involving children or popular children’s characters used in an adult or harmful context.
- **Alcohol and related marketing:**
 - Content promoting alcohol or alcohol-like beverages that target minors.
 - Entity, Organizations, or Branded Calling Programs designed to appeal to underage consumers.